

EXHIBIT 58

the "how"

Key Program Rationale

- Call toll-free 1-800-371-1111 to place your order or write to the editor at 5000
- All direct-mail customers receive toll-free customer service. With a dedicated toll-free number, which is not usually found in customer-to-customer mail.
- Cash-paying customers can only take advantage of the offer by calling the toll-free customer service number on the brochure.
- There is no customer obligation to continue with their magazine subscription. Cancelling is easy and refund policies are generous.

Topical October 15, 2016

- [illegible]

Suggested Scripts:

**"You're entitled to 3 magazines free for 3 months. Which 3 magazines would you like? Here are the details."
(Hand brochure to customer.)**

**"Have you signed up for your magazines yet?
You receive 3 magazines free for 3 months.
Here are the details."
(Hand brochure to customer.)**

Overcoming Potential Objections

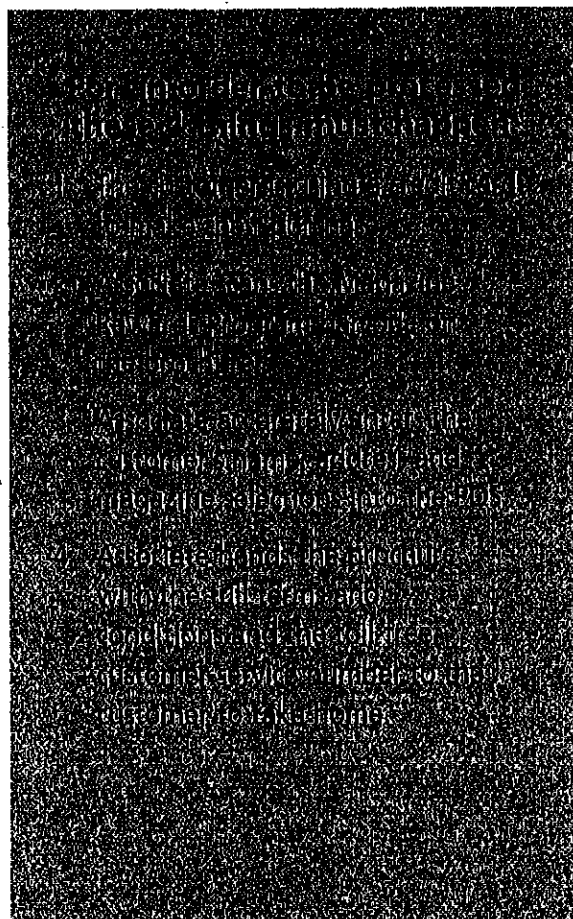
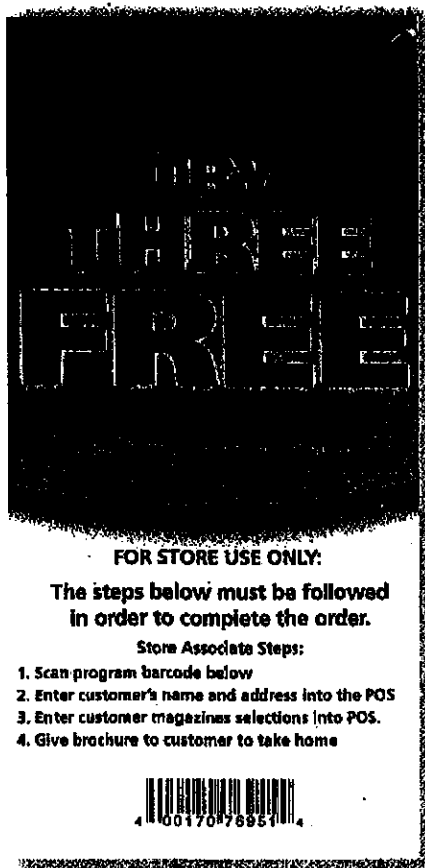
- **"I'm not interested."**
Here's a great way to try a new magazine free. Are there any you might like to try?
- **"Why do you need my credit card?"**
To provide you with continuous magazine service like your cable TV, Internet and daily newspaper service.
- **"I already have too many magazines."**
Are there any here that you haven't tried yet?
- **"I'll forget to cancel."**
I realize you might be concerned about forgetting to cancel, but you'll receive a reminder notice in the mail before you're ever billed.

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SYN-0140870

SYN-0140871

Processed Order = Revenue



Questions

- **What is the toll-free customer service number?**
1-877-813-4977
- **How do I find out my store goals?**
Store Managers should contact their District Manager to find out their store goals for this program.
- **Who should I contact to order additional supplies?**
Additional supplies for this program can be ordered on your supply template.
- **Who should I call for feedback or questions regarding this program?**
You may contact our magazine partner, Synapse Group, directly at 1-800-426-0357 and ask for ext. 10597 between 9am-5pm EST M-F.



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Choose yours
NOVA!

**Try 3
FREE
for 3 months**



fye.

FOR STORE USE ONLY

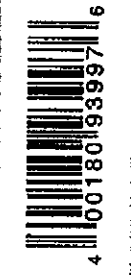
Magazines may not be returned
or exchanged for other

magazines.

See store for details.

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For more information, visit fye.com

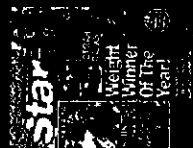


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SYN-0140873

SYN-0140874

Try any 3 FREE for 3 Months



100% SATISFACTION GUARANTEE
No questions asked. 30-day return policy.

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SYN-0140875

SYN-0140876

**choose
yours
NOW**

**TRY
THREE
FREE**

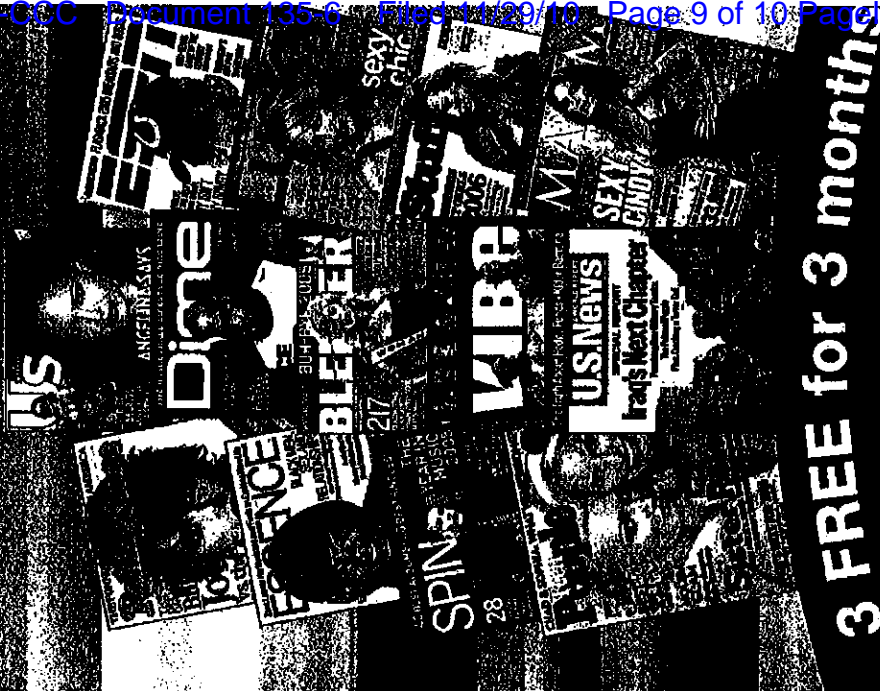
Just follow the steps below

FOR STORE USE ONLY:

The steps below must be followed
to complete the order.

Store Associate Steps:

1. Scan program barcode below
2. Enter customer's name, address, and magazine selections into the POS
3. Give brochure to customer to take home



3 FREE for 3 months

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SYN-0140878